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UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH

In Re the Application of: I. BENTOLILA et al.)
Serial No.: 10/043,714) Examiner: Nguyen BA, Hoang Vu A.
Filed: January 9, 2002) Group Art Unit: 2623
For: SYSTEM, METHOD, AND SOFTWARE) Confirmation No.: 6438
APPLICATION FOR TARGETED) **Response to Advisory Action**
ADVERTISING VIA BEHAVIORAL MODEL) **dated June 14, 2007**
CLUSTERING, AND PREFERENCE)
PROGRAMMING BASED ON BEHAVIORAL)
MODEL CLUSTER)

AMENDMENT ACCOMPANYING RCE

MS RCE
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Dear Sir:

Applicant hereby responds to the Advisory Action of June 14, 2007, in the above-referenced patent application. Reexamination, reconsideration and allowance of the rejected claims are respectfully requested in view of the following amendments and remarks. No new matter has been added. Please note the attached petition for a two-month extension of time, and charge any deficit or credit any surplus to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for this purpose.

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks begin on page 9 of this paper.